



# Memorandum

**TO:** PLANNING COMMISSION

**FROM:** Stephen M. Haase  
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**SUBJECT: K.O.N.A.  
STRONG NEIGHBORHOODS  
IMPROVEMENT PLAN**

**DATE:** November 13, 2002

COUNCIL DISTRICT: 7 & 8

## **RECOMMENDATION**

Strong Neighborhoods Initiative staff advises the Planning Commission to recommend that the City Council: (1) approve the King-Ocala Neighborhood Area (*K.O.N.A.*) *Strong Neighborhoods Improvement Plan* as the City/community vision for the future of the K.O.N.A. Neighborhood, (2) authorize the Administration to direct the City Departments and Agencies with implementation responsibilities to begin their respective activities, including the general oversight of the implementation of the *Plan* by the Redevelopment Agency, and (3) encourage the K.O.N.A. property owners, residents and community members to dedicate their time, energy and resources to implement the recommendations of the *Plan* and continue their community building activities.

## **BACKGROUND**

**K.O.N.A. Planning Area.** K.O.N.A is located on the eastern side of San Jose, immediately east of Highway 101, between Story Road and Tully Road. The eastern boundary of the area is generally King Road and Reid-Hillview Airport.

The area encompasses parts of Council Districts 7 and 8 and has a wealth of community service providers within its boundaries, including five public schools, one private school and parish, the Boys and Girls Club, and Resources for Families and Communities (RFC). With major commercial centers along Story Road and Tully Road, the core of the neighborhood is primarily residential, with some additional minor commercial uses along King Road.

**K.O.N.A. Planning Process and Participation.** The *K.O.N.A. Neighborhood Improvement Plan* was prepared with the assistance of a consultant, Moore Iacofano Goltsman. Staff and the consultant worked with community members and a 36-member Neighborhood Advisory

Committee (NAC) comprised of residents, property owners, members of the faith community, school representatives and local business owners. The NAC met eight times plus it hosted three Community Workshops between February and November 2002. All meetings were well attended by a dedicated group of active residents, property owners, neighborhood association members and local merchants.

During the final community workshop held on November 4, 2002, the consultant presented the final draft version of the *Plan* to the public and the NAC. That same evening the NAC considered community and NAC feedback, and voted to approve the *Neighborhood Improvement Plan* with minor changes.

## **ANALYSIS**

**Purposes of the Plan.** The purpose of the *K.O.N.A Neighborhood Improvement Plan* is to document the community's vision for its neighborhood, identify the community's specific goals and objectives for improving the area and provide the City, Redevelopment Agency and various community stakeholders with a clear guide for neighborhood improvements.

**Vision.** Stakeholders in the K.O.N.A. SNI area crafted a vision for the future of their neighborhood where:

- ? The community is a safe and desirable place for families to live, work, play and learn.
- ? Neighborhood residents and property owners have a strong sense of pride in their community and work together with City staff to keep K.O.N.A clean and safe.
- ? The street environment in KO.N.A is pedestrian oriented with easily walkable streets, accessible sidewalks and crosswalks particularly near the neighborhood schools and Welch Park.
- ? The speed limits are enforced throughout the neighborhood and appropriate traffic calming devices create a safe street environment and allow for smooth flow of traffic.
- ? Residential areas are attractive, appropriately scaled, clean and well maintained.
- ? A range of recreational and educational facilities are available to all members of the community.
- ? Neighborhood residents coordinate with the schools districts to help improve local schools.
- ? Community members enjoy safe, clean, and vital commercial areas with diverse family oriented businesses.

**Draft Plan.**

- A. The “Top Ten” Priority Actions. The “Top Ten” Priority Actions represent the short list of priority actions that the community selected as having the greatest potential for positive impact. Priority actions were chosen by community members at a workshop in July, 2002, and refined by the NAC; they are ranked in order of importance:
1. Improve the appearance of residential areas in K.O.N.A. by maximizing the use of the City’s Housing Improvement Program for Strong Neighborhoods Initiative areas.
  2. Implement a comprehensive strategy to reduce bulky waste in the K.O.N.A. Strong Neighborhoods Initiative area.
  3. Coordinate with the Boys and Girls Club to make improvements to the existing building and outdoor recreation facilities.
  4. Evaluate reported neighborhood traffic complaints, and address them with appropriate traffic calming measures.
  5. Build partnerships with local schools to improve the appearance of school sites and the condition of recreation facilities.
  6. Strengthen code enforcement efforts in the area.
  7. Improve Welch Park landscaping and lighting; expand the community facility; and explore options for providing additional parking.
  8. Install additional trees and landscaping to improve the appearance of public streets in the area.
  9. Repair broken and cracked sidewalks and complete the installation of ADA compliant ramps throughout the K.O.N.A. area.
  10. Make short term and interim security and aesthetic improvements in the King and Story shopping areas.
- B. Other Improvement Actions. The complete Action Plan is presented as a matrix, which includes the above “Top Ten” Priority Actions plus many additional items totaling 96 Action Items organized around K.O.N.A.’s six goal areas. Following are some highlights from the scope of the full Action Plan:
1. Safe and Efficient Transportation, Circulation and Parking – Residents aim to improve traffic flow and pedestrian access, reduce cut-through traffic and speeding, and improve the overall appearance and function of the streets through improved roadways, sidewalks, landscaping and pedestrian amenities.
  2. Inclusive, Well-maintained and Accessible Community Facilities and Programs – K.O.N.A. residents value the community facilities as assets in the area including Welch Park, the Boys and Girls Club, schools and churches. A central focus of this improvement plan goal is to build on the existing resources and facilities in the area.

Examples include improving Welch Park, assisting with the completion of improvements to the Boys and Girls Club fields and facilities, and work in partnership with local schools and parents to improve neighborhood schools.

3. A Beautiful and Clean Neighborhood - Residents seek to improve the overall appearance and condition of the neighborhood by cleaning up and beautifying the area. In addition to its first priority to work with the Housing Department to promote the new SNI Home Improvement Program in K.O.N.A., improving landscaping and the street environment, and intensifying neighborhood clean-up and code enforcement efforts are also actions included within this concept.
4. On-going Communication and Community Involvement – Community members wish to establish new lines of communication between the City and residents and develop outreach methods to better publicize community events and City programs and services.
5. Enhanced Neighborhood Development and Character – Closely linked to Goals 1 and 3, the approach here is to foster neighborhood development projects that are attractive, include locally owned businesses and serve the diverse needs of K.O.N.A. residents.
6. A Safe and Secure Environment – The neighbors would like to see physical improvements utilized such as street lighting along with programmatic elements to maintain a safe and secure community.

**Issues of particular note.** Several community members, primarily business owners, had concerns over the added eminent domain powers implicit in being a part of a redevelopment area. These concerns were voiced primarily at the community prioritization exercise. However, the majority of NAC members support the policies adopted by the SNI PAC and the City Council/Redevelopment Board. A discussion of this issue and the NAC position is included in the *Plan*.

## **PUBLIC OUTREACH**

The *Plan* was developed in close coordination with residents, property and business owners and other stakeholders of K.O.N.A. through approximately eight monthly NAC meetings and three community workshops. All property owners, residents, business owners and other stakeholders within K.O.N.A. were invited to the community workshops through postcard mailers and PRNS, Council Offices and PBCE contacts. Community members actively participated in each phase of the planning process.

## **COORDINATION**

The preparation of the *Plan* was coordinated with the Council Offices of District 7 and 8, the City Manager's Office, and various Departments and Agencies, including the Departments of Planning, Building, and Code Enforcement; Parks, Recreation, and Neighborhood Services; Transportation; and Police as well as the Redevelopment Agency.

## **CEQA**

An addendum was prepared to the San Jose 2020 General Plan Environmental Impact Report which was previously certified on August 16, 1994 by the City Council (Resolution Number 65459).

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